

# HELP YOUR **PRODUCT** INSPIRE WITH THE STUNNING **M&S IEx** Immersive Experiences



**“ WHERE GREAT IDEAS HAVE AN ACCESSIBLE MEANING ”**

# USES AND APPLICATIONS

- ★ **Trade fairs, exhibitions and** indoor and outdoor events
- ★ Brand promotion and recognition in **high-traffic areas**
- ★ Product introduction campaigns
- ★ Branding and launching
- ★ Social marketing strategies
- ★ **R&D (Research and Development)** solutions with gamification and interactivity elements
- ★ **Communication and corporate** induction strategies
- ★ Targeting **Advertising**
- ★ **Immersive** Shows and VIP rooms
- ★ Tourism marketing and **launching show rooms** and programs



**...AND MANY MORE OPTIONS!**

# BENEFITS

**GROWTH INNOVATION:** An alternative that offers a high-quality all-encompassing environment which lets you live the most outstanding and unforgettable experiences.

**PROMOTION TOOL:** Business and tourism events development, VIP and large-scale learning, advertising and awareness projects.

**PORTABILITY AND CONVENIENCE:** A structure that accomodates many people, and is easily transported.

**VERSATILITY:** Flexible to fit your needs and your target audience.

**EFFICIENCY AND INCLUSION:** Suitable for indoor and outdoor operations, and events in remote areas.

**GOOD RECEPTION:** Can weather high- impact indicators and support up to 400 – 1500 visitors per day.

